

Subject Descriptions - International Hotel and Resort Management

CRICOS Numbers:

Diploma of Business (IHRM): 089927F

Associate Degree of Business (IHRM): 089926G

Bachelor of Business (IHRM): 089925G

Torrens University Australia: 03389E

Subject name	Aim	Topics covered
Level 1		
BUS101 Accounting Fundamentals	Accounting Fundamentals lays the foundation for student's understanding of the accounting system. The subject has a practical approach, providing students with the opportunity to analyse original documents through to profit and loss determination and the preparation of the statements of financial performance and financial position.	<ul style="list-style-type: none"> • Topic 1: Financial Accounting • Topic 2: Financial Statements • Topic 3: Financial Statement Analysis • Topic 4: Recording Accounting Transactions • Topic 5: Receivables • Topic 6: Inventory • Topic 7: Non-current Assets and Intangible Assets • Topic 8: Liabilities • Topic 9: Statement of Cash Flows
BUS102 Management and Leadership	A manager's role is to decide what goals and objectives his or her department should strive to achieve. Through the use of case studies, students are given the opportunity to examine key issues and to discuss current hospitality management practices.	<ul style="list-style-type: none"> • Topic 1: Introduction to Management and Leadership • Topic 2: Management Yesterday and Today • Topic 3: Managers as Leaders • Topic 4: Managers and Communication • Topic 5: Planning and Decision Making (part 1) • Topic 6: Planning and Decision Making (part 2) • Topic 7: Effective Teamwork and Dealing with Conflict Situations • Topic 8: Motivation and Organisational Performance • Topic 9: Monitoring and Controlling
BUS103 Research and Academic Skills	This subject introduces students to the concept of academic literacy in a higher educational context. Students will be able to study the relevant resources and explore strategies and techniques which will allow full participation in their new academic environment. The course will provide students with research skills (information literacy), critical analysis, writing and language techniques. Transferable skills including time management and teamwork are incorporated in the course. The aim of this subject is to provide knowledge and skills needed for Higher Education, to help students to manage their own success and to assist students in reaching their academic	<ul style="list-style-type: none"> • Topic 1: Course Introduction - Orientation to Academic and Disciplinary Expectations in Business • Topic 2: Analysing Academic Tasks and Assignment Questions • Topic 3: Approaches to Reading and Analysing Academic and Professional Text • Topic 4: Strategies for Managing Information – Summarising and Synthesising Texts • Topic 5: Academic Integrity (Plagiarism) • Topic 6: The literature Review • Topic 7: Essay Writing and the Business Report

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Page 1 of 8

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	potential.	<ul style="list-style-type: none"> • Topic 8: Teamwork and Cultures • Topic 9: Oral Presentations and Use of Technology – Visual Support • Topic 10: Revision and Evaluation of Learning
BUS104 Sales and Marketing	Determining the needs and wants of our potential customers is a key priority for managers. Students will be introduced to the distinction between selling and marketing. Skills will be developed to apply within an operating environment to recognise the basic principles and practices of marketing in relation to consumer and market trends.	<ul style="list-style-type: none"> • Topic 1: Introduction to Marketing • Topic 2: The Marketing Environment • Topic 3: Marketing Information and Marketing Research • Topic 4: Consumer Decision Making • Topic 5: Segmentation and Targeting Markets • Topic 6: Pricing • Topic 7: Marketing channels and Logistics Decisions • Topics 8 & 9: Integrating Marketing Communication and Promotions Mix
BUS105 Cross Cultural Studies	An understanding of different cultures is of fundamental importance in business today. Cross-cultural Studies looks at how cultural factors influence human behaviour, including people's attitudes, behaviours, customs and values. Wide ranges of topics are discussed in an effort to better prepare students for the challenges of communicating effectively with people from varied backgrounds using twenty-first century modes of communication.	<ul style="list-style-type: none"> • Topic 1: Determinants of culture or What is culture? • Topic 2: Dimensions of Culture in Business • Topic 3: Business Cultures in the Western World • Topic 4: Business Cultures of Asia, the Middle-East and Africa • Topic 5: Cultural Dimensions and Dilemmas • Topic 6: Culture and International Marketing Management • Topic 7: Negotiating Internationally and Working with International Teams • Topic 8: Culture and Leadership • Topic 9: Developing Intercultural Communicative Competence
HOS101 Food and Beverage Operations Management	The key focus of this subject is to broaden students understanding of the operational aspects of food and beverage management, whilst giving them the opportunity to learn, develop and apply theories, concepts and skills in a practical environment.	<ul style="list-style-type: none"> • Topic 1: Hospitality and the Waiter • Topic 2: Food and Beverage Operations • Topic 3: Food and Beverage Service Legal • Topic 4: Bar and Beverage Management • Topic 5: Wine 1 (Red and White Wines) • Topic 6: Hot Beverages (Tea and Coffee) • Topic 7: Alcoholic Beverages (Beer, Spirits and Cocktails) • Topic 8: Wine 2 (Sparkling and Dessert Wines) • Topic 9: Food Production

		Management
HTL101 Food and Beverage Management and Control	Food and Beverage Management and Control is a practically orientated subject focused on furnishing students with knowledge of current and emerging food and beverage trends, legal and operational issues such as cost control, sustainable solutions, resources management and legal obligations.	<ul style="list-style-type: none"> • Topic 1: Introduction to Food and Beverage Operations Management and Control • Topic 2: Menu Planning for Specific Target Market in Food and Beverage • Topic 3: Menu Construction and Implication Management • Topic 4: Menu Analysis and Costing • Topic 5: Beverage Cost Control • Topic 6: Staffing and Labour Cost Control • Topic 7: Current and Emerging Market Trends • Topic 8: Food and Beverage Legal Obligations • Topic 9: Environmental Impact and Sustainability
HTL102 The International Hospitality Industry	In undertaking this subject students will gain knowledge and awareness of the nature, size, scope and sectors of the dynamic international hospitality industry and its major function areas and departments. Different enterprises will be explored including chains, franchising, ownership, management and staffing structures. Discussions will focus on current trends impacting this worldwide industry.	<ul style="list-style-type: none"> • Topic 1: Welcome to the Hospitality Industry • Topic 2: Tourism and Hospitality • Topic 3: The Hotel Business • Topic 4: The Hotel Business • Topic 5: Types of Lodging • Topic 6: Travel Patterns • Topic 7: Economic and Financial Impacts • Topic 8: Cultural and political Impacts • Topic 9: Environmental Impacts
IP101 Industry Placement I	Employment is an excellent opportunity for the student to develop knowledge, skills and abilities in their chosen discipline. The Industry Placement subject provides students with a series of professional development workshops to be successful in their application to work in an approved food and beverage outlet (depending on degree undertaken). Combining professional experience with their qualifications while undertaking an industry placement of 600 hours.	<ul style="list-style-type: none"> • Topic 1: Introduction to the Subject • Topic 2: Industry Knowledge • Topic 3: Professional Communication • Topic 4: Interview Skills • Topic 5: Industry Preparation • Topic 6: Individual Career Coaching • Topic 7: Individual Career Coaching • Topic 8: Individual Career Coaching • Topic 9: Individual Career Coaching
Level 2		
BUS201 Management Accounting	Financial analysis is an integral part of strategic management planning. This subject builds upon BUS101, further developing student's skills and expertise when interpreting financial information. The subject provides students with the skills and knowledge relevant to planning, controlling and evaluating accounting information, which will enable them to make sound, managerial decisions.	<ul style="list-style-type: none"> • Topic 1: Introduction to Managerial Accounting • Topic 2: Financial Statement Analysis • Topic 3: Cost-Volume Profit Analysis • Topic 4: Relevant Costs and Product Planning Decisions • Topic 5: Revenue Management • Topic 6: The Use of Budgets in Planning and Decision Making • Topic 7: Variance Analysis

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Page 3 of 8

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		<ul style="list-style-type: none"> • Topic 8: Decentralization, Performance Evaluation and The Balanced Scorecard • Topic 9: The Statement of Cash flows
BUS202 Economics	BUS202 introduces the core concepts and economic principles necessary to develop effective decision makers. Students will develop an understanding of how decision makers make choices, utilising available resources at a specific given time. This subject covers concepts such as 'price elasticity demand', cost benefit principle, fiscal and monetary policy, Macro and Microeconomics and international trade.	<ul style="list-style-type: none"> • Topic 1: Introduction to Economics • Topic 2: Supply and Demand • Topic 3: Using Supply and Demand • Topic 4: Production and Costs • Topic 5: Firms in Perfectly Competitive Markets • Topic 6: Monopoly and Oligopoly • Topic 7: Introduction to Macroeconomics • Topic 8: Macroeconomic Management • Topic 9: International Economics
BUS203 Business Law	Business Law introduces students to the basic principles of the relevant State and Commonwealth laws relating to tourism and hospitality. Emphasis is placed on areas such as liability, resolution and legal problem solving.	<ul style="list-style-type: none"> • Topic 1: The Australian Legal System • Topic 2: Torts • Topic 3: Business Entities • Topic 4: Contracts • Topic 5: Consumer Law • Topic 6: Privacy • Topic 7: Legislation in the Hospitality Industry • Topic 8: Employment Law • Topic 9: Ethics
BUS204 Human Resource Management	The concept of human capital recognises that not all labour is equal and that the quality of employees can be improved by investing in them. Human Resources Management (HRM) concepts, practices and processes are examined in this subject. Students will explore ways in which the strategic management styles of an organisation influence the development of HRM philosophies and processes specifically with reference to tourism and hospitality enterprises.	<ul style="list-style-type: none"> • Topic 1: Introduction to HRM • Topic 2: HRM Strategy and Analysis • Topic 3: Training and Development • Topic 4: Compensation • Topic 5: Recruitment, Placement and Talent Management • Topic 6: Employee Relations • Topic 7: Equal Opportunity and the Law • Topic 8: Employee Relations • Topic 9: Labour Law
BUS205 Research Skills and Practices	Embarking on research in any discipline is a serious undertaking. This subject will develop research methodology skills essential for completing research projects and for making quality business decisions. Students will learn the necessary skills and practical tools to undertake and complete the research process of collection, analysis, interpretation and presentation of research.	<ul style="list-style-type: none"> • Topic 1: Definitions and Application of Business Research • Topic 2: Approaches to Research • Topic 3: Planning and Designing Research Projects • Topic 4: Collecting Information: Overview of Data Collection Techniques and Methods (part 1) • Topic 5: Collecting Information: Overview of Data Collection Techniques and Methods (part 2) • Topic 6: Sampling Design Business Ethics

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Page 4 of 8

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		<ul style="list-style-type: none"> • Topic 7: Data Analysis, Synthesis and Interpretation • Topic 8: Data Analysis, Synthesis and Interpretation • Topic 9: Reporting Results
HOS201 Operations and Environment Management	The growing awareness of environmental issues is creating operational costs. HOS 201 will discuss sound environmental practices and long-term operational sustainability. Student's knowledge of contemporary facilities and operational practices will be developed while investigating the broad range of critical design decisions available.	<ul style="list-style-type: none"> • Topic 1: Operations and Environmental Management Introduction • Topic 2: Sustainable Development Principles • Topic 3: Environmental Management System (EMS) • Topic 4: Benchmarking System ISO 14001 • Topic 5: Water Management • Topic 6: Waste Management • Topic 7: Energy Management and Facilities Design • Topic 8: Group Presentation EMS • Topic 9: The Changing Nature of Operations and Environmental Management
HTL201 Rooms Division Management	Rooms division is a key revenue generating area within a hospitality operation. Departments within this area are comprised of both Front Office and Housekeeping. It is within these departments students will be provided with practical skills combined with theoretical knowledge to operate accommodation services successfully. The overall aim of the subject is to ensure that students have a sound knowledge of the financial and managerial responsibilities of running a room division department.	<ul style="list-style-type: none"> • Topic 1: Introduction to Rooms Division Management • Topic 2: Accommodation Services Part 1 • Topic 3: Accommodation Services Part 2 • Topic 4: Hotel Security • Topic 5: Introduction to Revenue Management Part 1 • Topic 6: Introduction to Revenue Management Part 2 • Topic 7: Front Office Accounting • Topic 8: Housekeeping • Topic 9: Housekeeping Trends and Technology
HTL202 Hotel and Resort Planning and Design	The growth of international tourism has created an increase in the number of specialised hotel and resort facilities being developed. Hotel and Resort Planning and Design looks at the feasibility process for hotels and resorts and how this process assists with the concept development, planning and design for accommodation. The subject considers design from inception to completion, sustainable design practices and the impact of design on all aspects of the operation's management.	<ul style="list-style-type: none"> • Topic 1: Introduction to Hotel and Resort Concepts and Trends • Topic 2: Introduction to the Hotel Feasibility Research Process • Topic 3: Hotel and Resort Concept Development and Branding • Topic 4: A global perspective on hotel/resort Stakeholders roles • Topic 5: International Hotel Contracts & Agreements • Topic 6: The Design Process (part 1) • Topic 7: The Design Process (part 2) • Topic 8: Development strategies and project finance • Topic 9: Specialised Infrastructure

		<ul style="list-style-type: none"> • Topic 10: The future trends for hospitality developments – Sustainability
IP201 Industry Placement II	Extending knowledge, skills and ability in employment is a key component of Industry Placement, providing students with the opportunity to analyse and reflect upon the relationship between their academic studies and the workplace environment. This in turn consolidates a student's academic knowledge by exposing them to real life experience and challenging their commitment to their chosen field in industry. Through this second 600-hour industry placement students will expand their studies and develop their career pathway.	<ul style="list-style-type: none"> • Topic 1: Introduction to the Subject • Topic 2: Career Planning Overview • Topic 3: Professional Communication • Topic 4: Interview Skills • Topic 5: Industry Preparation • Topic 6: Individual Career Coaching • Topic 7: Individual Career Coaching • Topic 8: Individual Career Coaching • Topic 9: Individual Career Coaching
Level 3		
BUS301 Services Marketing	The service sector is one of the fastest growing worldwide. Services Marketing provides students with practical and theoretical approaches of marketing and the management of service business. It will explore the major differences between the marketing of service as distinct from the marketing of tangible products.	<ul style="list-style-type: none"> • Topic 1: New Perspectives on Marketing in the Service Economy • Topic 2: Customer Behaviour and Service Encounters • Topic 3: Customer Satisfaction and Service Quality • Topic 4: Positioning Services in Competitive Markets • Topic 5: Distributing Services and Crafting the Service Environment • Topic 6: Balancing Productive Capacity and Demand • Topic 7: Handling Customer Complaints and Managing Service Recovery • Topic 8: Communicating and Promoting Services • Topic 9: Managing People for Service Advantage
BUS302 Business Management and Entrepreneurship	An invaluable part of business is to create new ideas and a vision for ongoing revenue. Business Management and Entrepreneurship takes the student through a step-by-step process of communicating effectively and managing a new business venture through a solid business plan.	<ul style="list-style-type: none"> • Topic 1: Introduction to Entrepreneurship and Intrapreneurship • Topic 2: Business Strategies and Intrapreneurial Changes within Organizations • Topic 3: The Innovation Process and Types of Innovation • Topic 4: Pathways to Entrepreneurial Ventures and Social Venturing • Topic 5: Building Competitive Strategies through Competitive Tactics and Intrapreneurial Resistance within Organizations • Topic 6: How Entrepreneurs Embark on Business Plans • Topic 7: Marketing Considerations

		<ul style="list-style-type: none"> • Topic 8: Legal and Intellectual Property Considerations
BUS303 Organisational Development and Change	Change needs to be understood and managed in a way that people can cope effectively with it. Organisational Development and Change examines the complexities of the change process together with providing the understanding of the skills needed to implement change management-related projects within an organisation.	<ul style="list-style-type: none"> • Topic 1: Introduction to the Subject • Topic 2: Understanding Change & the Role of the Change Agent • Topic 3: Managing Resistance & the process of Organisational Change • Topic 4: Organisation Development & Change • Topic 5: OD Interventions: People & Process/Strategy & Structure • Topic 6: Organisation Transformation & Change • Topic 7: Change in a Chaotic & Unpredictable Environment • Topic 8: Competitive & Collaborative Strategies • Topic 9: Future Direction
BUS304 Strategic Hotel Management and H.O.T.S.	Strategic planning is an organisation's process of defining its strategy or direction and making decisions on allocating its resources accordingly. Students will examine the total enterprise, the industry and the competitive environment in which it operates. The emphasis is on further developing and fine-tuning students' critical thinking and decision-making skills to formulate strategic planning by reviewing a number of case studies.	<ul style="list-style-type: none"> • Topic 1: Introducing Strategy • Topic 2: The Environment • Topic 3: Strategic Capabilities • Topic 4: Strategic Purpose • Topic 5: International Strategy • Topic 6: Corporate Strategy and Diversification • Topic 7: Culture and Strategy
BUS305 Ethical Business Management	Ethical, social and moral issues relating to the development and operations of tourism and hospitality enterprises are integral to business today. Ethics Business Management engages with, and encourages debate about, a set of moral standards that are relied upon to make decisions in our modern society.	<ul style="list-style-type: none"> • Topic 1: Introduction to Ethics • Topic 2: Theories of Ethics • Topic 3: Corporate Responsibility • Topic 4: The Environment • Topic 5: Globalisation • Topic 6: Markets and the Consumer • Topic 7: The Organisation: Ethical and Moral Issues • Topic 8: Justice and Economic Distribution • Topic 9: Ethics at Work
HTL301 Managing Hotel and Resort Facilities	Facilities management is an interdisciplinary field devoted to the co-ordination of space, infrastructure, people, and administration. Students will learn how to efficiently and effectively oversee the various aspects of a hotel and resort facilities whilst developing sustainable work practises.	<ul style="list-style-type: none"> • Topic 1: The Role of Facilities in the Hospitality Industry • Topic 2: The Form and Structure of Hotel/Resort Facilities and Assets • Topic 3: The Roles and Responsibilities of Facility Managers • Topic 4: Cost and Controls • Topic 5: Sustainability in Facilities Management • Topic 6: Facility Systems - Safety & Security / Risk Management • Topic 7: Water and Waste Water

		<p>Systems / Electrical Systems & Lighting</p> <ul style="list-style-type: none"> • Topic 8: Lifts, Heating & Air Conditioning / Design & Renovation • Topic 9: Future Trends
HTL302 Revenue Management	<p>Revenue management helps to predict consumer demand to optimise inventory and price availability in order to maximise revenue growth. In this subject, students will study the origin, functioning, role and importance of revenue management processes; the role of revenue management in modern hotel marketing and management including inventory control and management of the distribution function; the impact of levels of guest service and satisfaction; and the ethical dimension of revenue management.</p>	<ul style="list-style-type: none"> • Topic 1: Introduction to Revenue Management • Topic 2: The History and Application of Revenue Management • Topic 3: Market Segmentations and Strategic Levers of Revenue Management • Topic 4: Reservation & Channels of Distribution • Topic 5: Dynamic Value Based Pricing • Topic 6: Inventory Management and Legal and Ethical Issues • Topic 7: Economic Principles and Dynamic Forecasting • Topic 8: Internet & Revenue Management • Topic 9: Strategic Revenue Management
HTL303 The Leadership Experience	<p>Fundamental theories, as well as pertinent leadership issues are reviewed in this subject. The Leadership Experience focuses on the contemporary work environment, and leadership suitable to drive the entire organisation forward while meeting stakeholder obligations. How you develop a personal leadership style, including the process of inspirational influence is examined. Moral leadership is a key theme throughout the unit. It does not mean ignoring profit and loss, share price, production costs and other hard measurable facts, but it does require recognizing and adhering to ethical values and acknowledging the importance of human meaning, quality and a higher purpose. The unit demonstrates leaders are in a unique position to influence positive societal and environment change. Students will ultimately appreciate effective leadership in the 21st century also encompasses embracing causes beyond the walls of the organisation.</p>	<ul style="list-style-type: none"> • Topic 1: Introduction: What does it mean to be a leader? • Topic 2: Traits, Behaviours and Relationships • Topic 3: Contingency Approaches to Leadership • Topic 4: The Leader as an Individual • Topic 5: Courage and Moral Leadership/Followership • Topic 6: Motivation & Empowerment • Topic 7: Leadership Communication • Topic 8: Developing Leadership Diversity • Topic 9: Shaping Culture & Values